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FLORIDA JUNIOR COLLEGE JOURNALISM CURRICULA, A REPORT.

BY- REID, RONALD JAMES

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A 1968 SURVEY OF FLORIDA JUNIOR COLLEGE JOURNALISM PROGRAMS GATHERED INFORMATION ABOUT THE NATURE OF COURSES OFFERED AND THE CREDIT GRANTED FOR SUCH COURSES. OF THE 26 JUNIOR COLLEGES IN THE STATE, 23 OFFERED JOURNALISM INSTRUCTION, WITH 14 PRESENTING A BASIC COURSE SIMILAR TO THAT OF THE UNIVERSITY OF FLORIDA. ALTHOUGH THE UNIVERSITY OF FLORIDA ACCEPTED ONLY SIX UNITS FOR TRANSFER CREDIT IN THE PREPROFESSIONAL JOURNALISM SEQUENCE, SIX COLLEGES OFFERED 10 OR MORE CREDIT HOURS, AND ONE MADE AVAILABLE 26 CREDIT HOURS. SUCH VARIATION OCCURRED PRIMARILY IN THE PUBLICATIONS PROGRAMS OF THE COLLEGES. RECOMMENDATIONS DERIVED FROM THE FINDINGS INCLUDED (1) DEVELOPMENT OF MINIMUM GUIDELINES FOR THE BASIC COURSE, (2) ESTABLISHMENT OF A PERMANENT INTERINSTITUTIONAL CURRICULUM COMMITTEE TO WORK WITH PUBLICATIONS ADVISORS, AND (3) INCREASED ARTICULATION AMONG THE JUNIOR COLLEGES AND BETWEEN THE JUNIOR COLLEGES AND THE UNIVERSITY. (WO)

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FLORIDA JUNIOR COLLEGE JOURNALISM CURRICULA

A REPORT

RONALD JAMES REID
St. Johns River Junior College
February, 1968

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LOS ANGELES

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FLORIDA JUNIOR COLLEGE JOURNALISM CURRICULA

A REPORT

This report grew out of the 1967 Annual Conference of the Florida Council of Junior College Publications Advisers, held at the Robert Meyer Motor Inn, Orlando, February 2-4.

At that conference, publications advisers from most Florida junior colleges met with Dr. Laurence R. Campbell, Professor of English Education, Florida State University, Hugh Cunningham, Professor of Journalism and Communications, University of Florida, and John V. Webb, associate Professor of Journalism and Communications, University of Florida, to discuss mutual problems of journalism education.

One of these problems was junior college-university articulation. As a result of some of the questions raised and comments made at that meeting concerning the kinds of programs offered in the public junior colleges, Harry Copeland, the then newly elected President of FCJCPA, called for an inquiry into Florida Junior College curricula.

This report is presented in response to that request.

GOALS OF THE REPORT

The following goals were established to serve as guidelines for this study:

1) to determine what courses are being offered at the junior college level in Florida;
2) to determine the number of credit hours given for all courses offered;
3) to determine, if possible, what courses should be offered by Florida junior colleges;
4) to determine, if possible, suggested guidelines for the number of credit hours given each course;
5) to determine what is being done to improve the quality of content and the level of achievement in junior college journalism courses;
6) to determine, for presentation to the Council, recommendations for the improvement of the content and quality of journalism courses offered by the junior colleges of the state.

This report will attempt to answer some of the questions, but a word of caution need be noted. The evaluative process is a continuous process, one which is never complete. What we have here is "nought but a beginning."

AN INVENTORY OF COURSES OFFERED

In order to determine what journalistic courses are being offered in Florida junior colleges, an inventory was made of all courses listed in the latest available editions of each junior college catalog.

Catalog listings were preferred over a survey of actual courses offered because on many campuses, demand for a subject will vary from trimester to trimester. At St. Johns River Junior College, for example, a course in yearbook production is listed, but is not being offered during the 1967-68 academic year. On several campuses, too, some journalism courses are offered only during certain terms.

The inventory found all but three of Florida's 26[1] junior colleges offering journalism courses. Of the 23, fourteen offer a course comparable-on the basis of catalog

[1] Orlando Junior College, although a private school, is included in these totals as a Council member. No information was available on journalism offerings at Valencia Junior College, Orlando.

descriptions-to the three credit hour "Survey of Communications" offered at the University of Florida. All but two junior colleges give three credits for successful completion of the course.

Sixteen Florida junior colleges offer a course comparable to the University's "Writing for Mass Communications." All save one give three hours credit.

A subjective and perhaps arbitrary interpretation of catalog course descriptions was used to reduce the remainder of the junior college journalism course offerings to thirteen categories, in addition to the two already named. Courses offered, and the number of colleges offering each are:

A - Introduction to Journalism	3
B - College Publications	5
C - Newspaper	5
D - Yearbook	5
E - Basic Photography	2
F - Communications Media	3
G - Practical Journalism	2
H - Introduction to Newswriting	1
I - Report and Writing Technology	1
J - Community Journalism	1
K - Radio Journalism	3
L - Introduction to Advertising	1
M - Journalism Internship	1

JOURNALISM CURRICULA

FLORIDA JUNIOR COLLEGES

	118	201	A	B	C	D	E	F	G	H	I	J	K	L	M
Brevard		3	4												
Central Florida	3	3											2		
Chipola	2		4	2	2										
Daytona Beach								8							
Edison	3	3													
Florida - Jax.		3													
Florida Keys		3	3												
Gulf Coast	3	3		4	4										
Indian River								8							
J. C. of Broward Co.	3	3								1					
Lake City			3						3						
Lake - Sumter															
Manatee	3	3													
Miami - Dade	3	3	3												3
North Florida	3	3		3		3		3	3		3		3		
Okaloosa - Walton															
Orlando [1]		3	3												
Palm Beach	3									3					
Pensacola	3	3		8	8	2							2		

[1] private junior college

	118	201	A	B	C	D	E	F	G	H	I	J	K	L	M
Polk					4	4									
Santa Fe	3	3											3		
Seminole	3			4											
South Florida															
St. Johns River	3	3			8	8									
St. Petersburg		3													
Tallahassee	2	2						3							
Valencia															

A - Introduction to Journalism

B - College Publications

C - Newspaper

D - Yearbook

E - Basic Photography

F - Communications Media

G - Practical Journalism

H - Introduction to Newswriting

I - Report and Writing Technology

J - Community Journalism

K - Radio Journalism

L - Introduction to Advertising

M - Journalism Internship

There is a great disparity in the number of credit hours a student may earn in journalism courses in Florida junior colleges. Credits range from a low of zero at three schools to a high of 26 at Pensacola on the basis of courses listed in 1968 catalogs. St. Johns River Junior College is second in offerings with 22 hours, while North Florida at Madison is a close third with 21. Gulf Coast is a distant fourth with 14. Miami-Dade (12) and Chipola (10) are the only other colleges offering credits totaling in double figures. One Florida junior college offers a total of nine credit hours, four offer eight, four offer seven, six give six, and two offer only three credits. As mentioned previously, three offer no journalism courses for credit.

WHAT SHOULD BE OFFERED?

The wide variance in credit hours a student may earn in journalism while attending different junior colleges throughout the state naturally makes the adviser or administrator examining his program wonder who-if anyone- is right.

There is no simple answer to this question, and any attempts to answer it are fraught with variables. There

are, however, several points which might be kept in mind.

The consideration foremost in the minds of most advisers is probably a desire to offer whatever training is of most benefit to the students registered during any given trimester or quarter. It is necessary, therefore, to have approved and listed in the catalog a sufficient number of courses to provide ample opportunity for all students. To fail to offer a student the chance for gaining practical experience on a newspaper or yearbook staff simply to conform with a set of arbitrary guidelines would be clearly doing students a disservice.

On the other hand, if a student is allowed to spend a disproportionate amount of his time engaged in publications work for credit, he will probably fail to devote sufficient attention to courses in communications, humanities, the social sciences, and the natural sciences-courses urgently needed by the modern journalist in today's complex, rapidly changing society.

One other factor tends to limit the value of a large number of credits earned in journalism at a junior college. The University of Florida is the only public state college or university in the state at which juniors and seniors may pursue a broad program of upper level courses in journalism, broadcasting, or advertising. Further, the

College of Journalism and Communications at the University of Florida will recognize only six hours of journalism credit (a survey course and a writing course) as part of the pre-professional sequence. Other journalism credits may be accepted as electives, but not as part of the pre-professional sequence.

Dr. Laurence R. Campbell, Professor of English Education, and former dean of the School of Journalism at Florida State University, wrote on the danger of overloading the junior college student with journalism credits.

In "Florida Junior Colleges Explore Role of Journalism in Curriculum," Dr. Campbell comments:

> The junior colleges properly have avoided offering professional curricula. For one thing, a professional newsman needs a better general education than a junior college can offer, for he should take advanced courses in liberal studies.
>
> Obviously, it would be improper to ask a junior college student to take twenty-four semester hours in journalism, for to do so, he would have to handicap himself in getting even a minimum general education.
>
> The junior college student who seeks a career in journalism should devote three-fourths of his time in junior college, perhaps more, to general education. He should complete a well-balanced program in communications, social sciences, natural sciences, and the humanities. Seldom will he have time for more than two journalism courses.

Some of Dr. Campbell's other remarks on journalism offerings in Florida junior colleges might also be cited here:

> Today, both in high school and junior college, some journalism courses consist simply of putting out the paper. Such courses without enrichment, may with reason, receive the most critical scrutiny. Seldom are they to be preferred-if ever-to a basis course in mass communication and a thorough course in reporting and editing.
>
> Every junior college wisely may offer an introductory course and a basic techniques course and sponsor two or more student publications, provided that it provides a teacher fully qualified to emphasize excellence.
>
> Within a few years the quality of junior college student publications and courses should show significant improvement, provided that junior colleges avoid attempts to offer terminal programs of professional training.

Others, too, are concerned about the journalism curricula of junior colleges.

Lester G. Banz, assistant professor of journalism at the University of Iowa, writing in Journalism Quarterly (Spring, 1967, Vol. 44, No. 1, pp. 118-122), considered the question of credit earned for work on student publications the "stickiest" problem facing the professional four-year journalism school in evaluating the transcript of a junior

college transfer.

Reporting on a survey he conducted in the fall of 1966, Benz pointed out that "of 337 junior colleges offering courses in journalism or publishing one or more student publications, 135 (40%) permit students to earn from one to three semester hours of credit in a single semester for work on publications, although enrollment in a journalism class is required in most instances." (p. 120)

Benz also comments on the extreme:

> While the amount of credit a student may earn in a single semester is not unreasonably high, some schools permit a student to accumulate a disproportionate number of credits for publications work over a two-year period. Of those schools reporting total semesters hours of credit permitted for work on school newspapers, 18 allow 1-2 hours, 75 allow 3-6, 32 allow 7-10, and 28 more than 10 hours. One school reported allowing 21 semester hours of such credit and another said there was "no limit."

The Association for Education in Journalism has also taken note of the credit hour problem.

A resolution passed by the participants in the Junior College Session at the AEJ Annual Convention in Boulder, Colorado, at the end of August, 1967, stated:

> that further development of junior college journalism curricula for students who plan to transfer to senior colleges or universities that offer freshman and/or sophomore

. . .

level journalism courses be stimulated and advanced by:

a. coordination of journalism courses with those offered in the first two years of four-year colleges or universities in the region in order that, as a minimum, transfer credit in these particular courses may be facilitated, and

b. coordination of liberal arts course requirements to correspond generally with the liberal arts courses required of journalism majors (or pre-majors) in the regional four-year colleges or universities in order that transferring students may not fall behind in their degree programs, and

c. the development of from 6 to 12 semester hours, or the equivalent in quarter hours, of junior college journalism courses, taught by faculty persons with a minimum of 18 semester hours in journalism, or their equivalent, and coordinated where possible with senior college courses, and strengthened through standardized (though not necessarily uniform) course outlines and materials, teaching aids, and utilization of professional resources.

RECOMMENDATIONS

The question is then, what can we, as junior college publications advisers, do to improve the quality of educational training offered our students.

The first and most logical step would be to work together as a professional organization for the implementation

of the resolutions passed at the Junior College Session of the AEJ Convention in Boulder, Colorado.

A suggestion for some first steps along these lines would be to adopt some minimum guidelines for a survey course in mass communications and a writing course designed to provide fundamental instruction and practice in writing for the mass media. These two courses would be equivalent to the University of Florida's "Survey of Communications" (JM 118) and "Writing for Mass Communications" (JM 201).

Textbooks currently in use at the University of Florida for these courses are:

JM 118:

Emery, Edwin, Phillip H. Ault and Warren K. Agee. Introduction to Mass Communications. Second Edition. New York: Dodd, Mead & Company, Inc., 1965.

Downs, Robert B. Books that Changed the World. New York: New American Library, 1956.

Liebling, A. J. The Press. New York: Ballantine Books, 1964.

Mayer, Martin. Madison Avenue, U. S. A. New York: Pocket Books, Inc. 1963.

JM 201:

Cunningham, Hugh W. Writing for the Reader, Listener, Viewer. Gainesville, 1967.

Data Guide's English Grammar, Punctuation Guide and Writing Guide.

The books listed here, of course, are not the only satisfactory texts for these courses--The Mass Media: Reporting, Writing, and Editing by William L. Rivers (New York: Harper & Row, Inc., 1964) is a text which comes to mind for use in a writing course--but great care should be exercised in selecting a journalism textbook.

A second recommendation for improving the journalism curricula of Florida junior colleges would be to establish a permanent curriculum committee to work with and for publications advisers in improving the quality and content of junior college journalism courses.

Further, this committee could be charged with the design of acceptable guidelines for the junior college equivalents of JM 118 and JM 201, working with university officials for the acceptance of other journalism courses as part of the pre-professional sequence, and working

for the general improvement of journalism offerings throughout the state.

Such a curriculum committee, composed of representatives from each district, could also promote a better understanding of curriculum problems through seminars, workshops, or any number of programs aimed at raising the level of junior college journalism.

One such program, which could be a continuing project of the curriculum committee, would be a junior college--University of Florida articulation project. Publications advisers from different junior colleges in Florida could, through an effective articulation project, be constantly updating their knowledge of the latest developments in the field, as well as improving their awareness of what is being demanded of the students they are forwarding to the University.

Funding for these or any of these projects might be arranged through the Newspaper Fund, the Association for Education in Journalism, or various government grants for inservice teacher training.

A FINAL WORD

What is being done, then, is not enough. Much more curriculum work could be done by the Florida Council of Junior College Publications Advisers.

There is little reason why this organization cannot act as a vigorous change agent, working for the betterment of all the journalism programs in all of Florida's junior colleges. FCJCPA is small enough for intimate communication, yet large enough for bold, decisive action.

We can do much in moving toward the goal we hear so much about in Florida education today--providing quality education for all students.

APPENDIX

BREVARD JUNIOR COLLEGE (Cocoa)

EH 151-152, 251-252--COLLEGE PUBLICATIONS Credit: 1 hour
Designed to integrate instruction in the principles of journalism with actual work on college publications. May be continued for credit up to four semesters. One hour of workshop each week plus additional assignments as needed.

EH 201--WRITING FOR MASS COMMUNICATION Credit: 3 hours
Prerequisite: EH 101 or permission of instructor; typing ability. Designed to acquaint students with various media of mass communication and to provide experiences in the gathering and writing of news stories and features. Field trips may be made to newspaper plants and broadcast stations. Three hours of lecture and laboratory a week.

EH 227--TELEVISION AND RADIO PRODUCTION Credit: 3 hours
The study of television and radio as communications media, including their impact on society and programming content and policy. Emphasis placed on basic production procedures with intensive practice in studio operations on WBJC-TV, the College's closed circuit system. Students originate their own programs for WBJC-TV. Three hours of lecture and laboratory work each week plus additional assignments as needed.

EH 228--TELEVISION AND RADIO PRODUCTION Credit: 3 hours
Prerequisite: EH 227 or permission of instructor. A continuation of EH 227. Control room operations are emphasized. Students produce and direct programs for WBJC-TV. Four hours of lecture and laboratory each week plus additional assignments as needed.

BREVARD JUNIOR COLLEGE (Continued)

EH 260--NEW MEDIA IN COMMUNICATION Credit: 3 hours
A study of new concepts in communications and learning resources. Review of basic techniques and principles. Organization and use of electronic media, including broadcast and closed circuit television; of libraries and information centers; of audio-visual and media presentation methods, and of allied techniques. Three hours of lecture and laboratory each week.

CENTRAL FLORIDA JUNIOR COLLEGE (Ocala)

CM 120--SURVEY OF COMMUNICATIONS Credit: 3 hours
3 hours lecture and 2 hours Lab per week
A course dealing with various media of mass communications, with special emphasis on newspapers, radio, and television. Some time is devoted to the opportunities offered in communications fields and to the responsibilities of these media to the public.

CM 121--WRITING FOR MASS COMMUNICATIONS Credit: 3 hours
3 hours lecture and 2 hours lab each week
A course designed to provide fundamental instruction and practice in mass communications media writing and production.

CM 122--RADIO JOURNALISM Credit: 3 hours
2 hours lecture and 4 hours lab each week
Prerequisite: Permission of Instructor
Radio Journalism is designed to acquaint the student with Radio as a medium of mass communications and to give practice in using the principles, tools, and skills involved in radio broadcasting. The course is presented by lecture, laboratory, and actual broadcasting experience.

CHIPOLA JUNIOR COLLEGE (Marianna)

JOU 150--SURVEY OF MASS COMMUNICATIONS Credit: 2 hours
(offered on demand; right reserved to withdraw course if demand insufficient)
An introduction to mass communication media with special emphasis on radio, television, and newspapers. Common methodology of symbol transference is emphasized. Prerequisite: consent of the instructor.

JOU 171-172--NEWSPAPER PRODUCTION Credit: 1 hour
A one semester hour per semester course for freshmen, designed to familiarize them with news gathering, news writing, and practical skills involved in newspaper work in general. Students will assist the advanced class in the production of the college newspaper. One hour of lecture and discussion and one hour of laboratory per week.

JOU 181-182--YEARBOOK PRODUCTION Credit: 1 hour
A one semester hour per semester course to freshmen, designed to familiarize them with lay-out, copy writing, and other practical skills involved in yearbook production. Students will assist the advanced class in the production of the college yearbook. One hour of lecture and discussion and one hour of laboratory per week.

JOU 261-262--COLLEGE PUBLICATIONS Credit: 2 hours
A two semester hour per semester course for students who have completed the 171-172 or the 181-182 sequence. Students bear primary responsibility for the production of the PAPOOSE (college newspaper) and the CHIJUCO (yearbook). Prerequisite: JOU 172 or 182, or consent of department. One hour lecture and discussion and two hours laboratory per week.

DAYTONA BEACH JUNIOR COLLEGE

CM 101--COMMUNICATION MEDIA I — Credit: 2 hours
Introduction to mass communication industry. Basic functions of the newspaper, periodical, radio, and television.

CM 102--COMMUNICATION MEDIA II — Credit: 2 hours
Continuation of CM 101

CM 201-COMMUNICATION MEDIA III — Credit: 2 hours
A continuation of CM 101 and 102, with emphasis on production.

CM 202--COMMUNICATION MEDIA IV — Credit: 2 hours
A continuation of CM 201.

EDISON JUNIOR COLLEGE (Ft. Myers)

JOU 105--JOURNALISM — Credit: 3 hours
Introduction to the profession; historical background; theory and practice of writing news. Work on student publications recommended.

JOU 106--SURVEY OF MASS COMMUNICATIONS — Credit: 3 hours
Requirements, opportunities, and responsibilities of various media. Gathering, evaluating, and writing news.

FLORIDA JUNIOR COLLEGE AT JACKSONVILLE

JM 201--INTRODUCTION TO JOURNALISM — Credit: 3 hours
Prerequisite: EH 101 or consent of instructor. An introductory course in journalism and newswriting. Theory of journalism and practice in journalistic writing.

FLORIDA KEYS JUNIOR COLLEGE (Key West)

JM 131--JOURNALISTIC WRITING AND REPORTING Credit: 3 hours
Prerequisite: EH 101
An introduction to the profession of journalism and to the theory and practice of news writing. Students are given practical experience in gathering news and writing both news and feature stories.

JM 132--COLLEGE COMMUNICATIONS (6 hours) Credit: 3 hours
A practical laboratory for the production of various college communications.

A. Newspaper (2 hours) Credit: 1 hour
Production of a college newspaper. Three hours a week of scheduled classes plus work on the newspaper.

B. Yearbook (2 hours) Credit: 1 hour
Production of the college yearbook. Three hours a week of scheduled classes plus work on the yearbook.

C. Radio (2 hours) Credit: 1 hour
Production of a college radio show. Three hours a week of scheduled classes plus work on the radio show.

GULF COAST JUNIOR COLLEGE (Panama City)

JM 101--SURVEY OF MASS COMMUNICATIONS Credit: 3 hours
An introduction to the basic principles underlying the following areas of mass communications; newspapers, radio, television, advertising, public relations, photography, magazines, and book publications.

JM 102--WRITING FOR MASS COMMUNICATIONS Credit: 3 hours
Prerequisite: EH 101
A study of the techniques used in writing for mass communications, including instruction and practice in producing and marketing copy for mass communications media.

GULF COAST JUNIOR COLLEGE (Continued)

JM 103-104, 203-204--STUDENT NEWSPAPER Credit: 1 hour
(3 hours) A laboratory course designed to serve students working on the school newspaper.

JM 105-106, 205-206--MAGAZINE-YEARBOOK Credit: 1 hour
(3 hours) A laboratory course designed to serve students working on the college magazine-yearbook.

INDIAN RIVER JUNIOR COLLEGE (Ft. Pierce)

CM 131, 132, 231, 232--COLLEGE COMMUNICATIONS MEDIA
(3 hours) Credit: 1 hour
Layout, copywriting, editing, photography techniques, and darkroom procedures essential to yearbook production. Prerequisite: Permission of instructor.

CM 133, 134, 233, 234--COLLEGE COMMUNICATIONS MEDIA
(3 hours) Credit: 1 hour
Reporting, editing, news photography, make-up, and business of newspaper production. Prerequisite: Permission of instructor.

JUNIOR COLLEGE OF BROWARD COUNTY (Ft. Lauderdale)

JOU 101, 102--INTRODUCTION TO NEWS WRITING Credit: 1 hour
Practical application of news writing and editing principles through work with college media. Prerequisite: JOU 201.

JOU 118--SURVEY OF COMMUNICATIONS Credit: 3 hours
Introductory course in mass communications dealing with history, comparative foreign press, process and effect, opportunities in and responsibilities of various media. Open to freshmen.

JUNIOR COLLEGE OF BROWARD COUNTY (Continued)

JOU 201--WRITING FOR MASS COMMUNICATION Credit: 3 hours
Pre-professional course providing fundamental instruction and practice in writing as a basis for all upper division courses in Journalism, Advertising, and Broadcasting. Open to freshmen.

LAKE CITY JUNIOR COLLEGE AND FOREST RANGER SCHOOL

JOU 101--INTRODUCTION TO JOURNALISM Credit: 3 hours
3 hours class and additional hours laboratory. Analysis of principles and practices of news-and-feature writing and editing, with emphasis on basic problems of reporting for newspapers, radio-TV, and magazines.

JOU 102--PRACTICAL JOURNALISM Credit: 3 hours
3 hours class and additional hours laboratory. Specialized study of various phases of journalism--editing, reporting, advertising, make-up, and laying-out, telecasting, broadcasting, etc. Experience in staff jobs on campus newspaper and yearbook-magazine.

LAKE-SUMTER JUNIOR COLLEGE (Leesburg)

BUS 227--ADVERTISING Credit: 3 hours
An introductory course that looks at advertising as an institution. A survey of the history of advertising, the creation of advertising, and advertising planning and management. A presentation of the position of the buyer as opposed to the position of the seller in advertising, advertising psychology, and the media used in advertising.

MANATEE JUNIOR COLLEGE (Bradenton)

JOUR 205--MASS COMMUNICATIONS Credit: 3 hours
3 hours per week. An introduction to the history and current practices of the media of mass communication, designed to prepare the student to make intelligent use of newspapers, magazines, radio, television, and advertising, and to evaluate their functions in our democratic society. Visiting personnel will discuss the purposes, methods, ethics, and career opportunities of their particular media. Some field trips will be made. Open to sophomores, and to a few freshmen with the consent of the Instructor.

JOUR 206--WRITING FOR MASS COMMUNICATIONS Credit: 3 hours
3 hours per week. A study of the techniques used in writing for mass communications, including instruction and practice in news gathering and news writing, feature writing, and in producing and marketing copy for mass communications media.

MIAMI-DADE JUNIOR COLLEGE

PRE-JOURNALISM
The Pre-Journalism program is designed for students who intend to enter the fields of journalism, broadcasting, and allied professions. The curriculum, while providing the introductory courses essential to the professional program, is broad enough to allow students to explore various areas of journalism and communications. Experience is received by work on the campus publications and through internships. Recommended electives include Economics, Psychology, History, Philosophy, Political Science, and Sociology.

JOU 101--INTRODUCTION TO JOURNALISM AND NEWSWRITING
(Lecture, 3 hours) Credit: 3 hours
An introductory course in journalism and newswriting designed to help the student to understand the function of a newspaper and the external forces which influence the news, to write acceptable news copy, to understand the mechanics of production and to transfer the principles of newswriting to other areas of communications.

MIAMI-DADE JUNIOR COLLEGE (Continued)

Jou 111, 112, 113--JOURNALISM INTERNSHIP Each, 1 credit
Qualified students will receive practical experience working with local or college communications media under the supervision of professional media specialists and the Journalism faculty. Students may register for two or three of these courses concurrently. Prerequisite: Enrollment in or completion of JOU 101 and special permission of the instructor. (Laboratory, 3-6 hours)

JOU 201--SURVEY OF MASS COMMUNICATIONS Credit: 3 hours
An introduction to the media of mass communications, with special emphasis on the standard printed media, radio, television, and films. A study of their requirements and their responsibilities to the public. (lecture, 3 hours)

JOU 202--WRITING FOR THE MASS MEDIA Credit: 3 hours
A pre-professional course designed to provide fundamental instruction in writing as a basis for all college programs in journalism, advertising, or communications. This course may not be taken as a substitute for the Communications series. (Lecture, 3 hours)

NORTH FLORIDA JUNIOR COLLEGE (Madison)

JRN 102--INTRODUCTION TO MASS MEDIA Credit: 3 hours
Survey of press, radio, advertising, and public relations. Role of mass communications in a democracy; career opportunities. Limited emphasis on techniques of writing.

JRN 103--JOURNALISTIC PRODUCTION Credit: 3 hours
2 hours lecture plus 2 hours laboratory. Communications work with Timuquana Trailblazer and other campus and local publications and organizations under faculty supervision. Prerequisite: JRN 102 or consent of instructor.

JRN 201--NEWS WRITING Credit: 3 hours
Practice in gathering and writing various types of news stories. Prerequisite: JRN 102.

NORTH FLORIDA JUNIOR COLLEGE (continued)

JRN 203--JOURNALISTIC PRODUCTION Credit: 3 hours
2 hours lecture plus 2 hours laboratory. Basic course for superior students as means of obtaining practical experience over and above that offered in this college. Work may be on campus or area publications. Prerequisite: JRN 103 and consent of instructor.

JRN 205--COMMUNITY JOURNALISM Credit: 3 hours
Individual attention to the student's particular background and plans. Editorial and business problems of newspaper and radio on local level. Instruction covers organization, operation and policy of revenue departments with some attention given to advertising, copyreading, headlining, make-up and circulation of newspapers.

JRN 207--INTRODUCTION TO ADVERTISING Credit: 3 hours
Role of advertising in society, marketing, and communications. Some emphasis given to creative aspects in the use of tools of advertising.

JRN 208--BASIC PHOTOGRAPHY Credit: 3 hours
2 hours lecture plus 2 hours laboratory. Basic course for an understanding of photography in modern mass communications and proficiency in taking, processing, and editing pictures.

OKALOOSA-WALTON JUNIOR COLLEGE (Valparaiso)

No journalism courses listed in 1968 catalog.

ORLANDO JUNIOR COLLEGE

JOURNALISM 101--INTRODUCTION TO JOURNALISM Credit: 3 hours
Lecture and laboratory to acquaint the student with the basic facts of journalistic activity, including some historical background, types of publications, and journalistic practices. An introduction to the profession of journalism and to the theory and practice of writing news. Work on one of the student publications--newspaper, yearbook, or literary magazine--required and correlated with the classroom activities. Prerequisite: English 101. Corequisite: English 102 and Typing 101 or ability to type.

JOURNALISM 102--NEWS REPORTING Credit: 3 hours
A continuation of Journalism 101 with particular emphasis on gathering, evaluating, and writing news stories. Work on the student newspaper, The Highlander, required and correlated with the classroom activities. Lab practice in preparing stories for publication. Prerequisite: English 102 and Typing 101 or equivalent. Recommended: Journalism 101.

PALM BEACH JUNIOR COLLEGE (Lake Worth)

JM 101-BASIC WRITING FOR MASS COMMUNICATIONS Credit: 3 hours
This is a course in the fundamentals of news evaluation, news gathering and news writing. Basic instruction in lead writing, organizing of stories, avoiding libel, and ethics in reporting and writing are stressed. Required for journalism majors.

JM 102--SURVEY OF COMMUNICATIONS Credit: 3 hours
This course surveys the development of communications media including a study of present problems facing the press. Special emphasis is placed on newspapers, radio, and television, their requirements and opportunities, and their responsibilities to the public. Required for Journalism majors.

PALM BEACH JUNIOR COLLEGE (continued)

JM 201--REPORTING AND WRITING TECHNIQUES Credit: 3 hours
(Prerequisite: JM 101 and 102 or equivalent or permission of Department Chairman). This course places special emphasis on techniques of writing specific types of articles, including news, features, sports, and editorials. Work on the student newspaper serves as a required laboratory.

PENSACOLA JUNIOR COLLEGE

JM 110--SURVEY OF COMMUNICATIONS Credit: 3 hours
An introductory course designed to acquaint students with the various media of mass communications. Special emphasis will be placed on newspapers, radio, and television.

JM 120--WRITING FOR MASS COMMUNICATIONS Credit: 3 hours
Basic instruction and practices in writing for newspaper, radio, television, and other mass media. Designed as a pre-professional course for students majoring in journalism, advertising, and communications. (4 hours)

JM 130--COLLEGE COMMUNICATIONS (5 hours) Credit: 2 hours
Practical laboratory for the production of various college communications media.

A. Newspaper--Production of The Corsair, the college newspaper. Staff will meet three hours a week at scheduled time. Reporting, editing, business affairs, make-up, and other phases of the newspaper will be handled at other times.
B. Yearbook--Production of The Tide, the college yearbook. Three hours of scheduled laboratory work in layout, copywriting, and editing will be done in addition to other production duties.
C. Photography--Developing and printing for the newspaper, yearbook, and college information services will be the duties of staff photographers. Three hours will be scheduled with JM 130 A or B.

PENSACOLA JUNIOR COLLEGE (CONTINUED)

JM 130 COLLEGE COMMUNICATIONS (Continued)

D. Radio--Guidance in script writing, announcing and production of the college radio show is the function of this class. Students will use the tape recorder to practice and will take part in college radio shows being produced over local radio stations. Class is scheduled two hours per week. Other hours spent in lab at college and in production.

POLK JUNIOR COLLEGE (Bartow)

JMN 105-106--COLLEGE NEWSPAPER (5 hours) Credit: 1 hour
A practical laboratory for the production of the college newspaper. Staff will meet three hours per week scheduled time. Reporting, editing, business, make-up, and other phases of the newspaper will be done at other times.

JMN 205-206--COLLEGE NEWSPAPER (5 hours) Credit: 1 hour
A practical laboratory for the production of the college newspaper. Staff will meet three hours per week scheduled time. Reporting, editing, business, make-up, and other phases of the newspaper will be done at other times.

JMY 105-106--COLLEGE MAGAZINE (5 hours) Credit: 1 hour
A practical laboratory for the production of the college magazines. Staff will meet three hours per week scheduled time. Other phases of magazine preparation will be done at other times.

JMY 205-206--COLLEGE MAGAZINE (5 hours) Credit: 1 hour
A practical laboratory for the production of college magazine. Staff will meet three hours per week scheduled time. Other phases of magazine preparation will be done at other times.

SANTA FE JUNIOR COLLEGE (Gainesville)

CM 120--SURVEY OF COMMUNICATIONS
Media of mass communications, with special emphasis on newspapers, radio, and television.

CM 121--WRITING FOR MASS COMMUNICATIONS
Fundamental instruction and practice in mass communications media writing and production.

CM 122--RADIO JOURNALISM
Radio as a medium of mass communications. Principles, tools, and skills involved in radio broadcasting.

SEMINOLE JUNIOR COLLEGE (Sanford)

JM 130--JOURNALISM (College Publications) Credit: 1 hour
2 hours. Designed to develop skill in gathering and writing news in editorial and feature writing. Class may be repeated successive terms for credit.

JM 201--JOURNALISM Credit: 3 hours
A study of mass communications through the media of the newspaper, news magazines, television, and radio.

SOUTH FLORIDA JUNIOR COLLEGE (Avon Park)

No journalism courses listed in 1968 catalog.

ST. JOHNS RIVER JUNIOR COLLEGE (Palatka)

JM 130N-133N--JOURNALISM Credit: 2 hours
A laboratory for developing skill in gathering and writing news stories, in writing editorials, and feature articles. Class produces college paper, The Viking Horn. May be repeated successive terms for credit.

JM 130Y-133Y--JOURNALISM Credit: 2 hours
A laboratory for developing skill in producing a yearbook. Class produces the Ormen Lange. May be repeated successive terms for credit.

JM 131--INTRODUCTION TO JOURNALISM Credit: 3 hours
A first course affording a study of the historical development of journalism, types of work, and job opportunities in the broad field. Media studied includes: a) newspaper; b) the news magazines; and c) television and radio.

JM 201--WRITING FOR THE MASS COMMUNICATIONS Credit: 3 hours
A course designed to provide fundamental instruction and practice in writing for specialization in journalism, advertising, and broadcasting. Emphasis upon excellence in the techniques of exposition, description and narration. Practice in writing news and in writing both news and feature stories. Review of grammar and drill in correct English usage as needed. Prerequisite: EH 101 or EH 103.

ST. PETERSBURG JUNIOR COLLEGE

JM 205--JOURNALISTIC WRITING AND REPORTING Credit: 3 hours
Prerequisite: EH 141. An introduction to the profession of journalism and to the theory and practice of writing news. Students are given practical experience in gathering news and writing and copyreading both news and feature stories. Emphasis on grammar and usage as student needs demand. Three class periods.

TALLAHASSEE JUNIOR COLLEGE

JM 101--WRITING FOR MASS COMMUNICATIONS Credit: 2 hours
An introductory course in the fundamentals of gathering, writing, and evaluating news for the mass media. Emphasis placed on newspaper work with some laboratory experience on the college paper. Prerequisite: EH 101 or approval of the teacher. Lecture 2 hours, laboratory, 1 hour.

JM 102--SURVEY OF THE MASS MEDIA Credit: 2 hours
An introduction to the various media of mass communications with special emphasis on newspapers, radio, advertising, and television; their requirements and opportunities; and their responsibilities to the public. Lecture 2 hours.

JM 201-202-203--ADVANCED COMMUNICATIONS Each 2 hours credit
Advanced instruction in gathering, writing, and evaluating news; advertising sales and composition; editing, copy-reading, and headlining. Practical application is made through production of the college newspaper. Prerequisite: JM 101 or approval of the teacher. Lecture 1 hour and lab 2 hours.

UNIVERSITY OF FLORIDA

COLLEGE OF JOURNALISM AND COMMUNICATIONS

The curricula in the College of Journalism and Communications lead to the degrees of Bachelor of Science in Journalism, Broadcasting, or Advertising.

The College stresses a broad background in liberal arts and sciences--history, political science, economics, literature, psychology, sociology and physical sciences--which is essential to those entering journalism, broadcasting, advertising, public relations, and allied professions.

In this College the student spends about three-fourths of his time on general background courses to gain an informed acquaintance with the major areas of human knowledge. The remaining one-fourth involves the development of professional techniques in relation to this background knowledge.

Students gain practical experience in the University's radio and television stations, on the school's laboratory newspaper, on student publications, through the summer internship programs, and on the local daily newspaper, The Gainesville Sun.

ADMISSION REQUIREMENTS

To be eligible for admission to the College of Journalism and Communications, students must have fulfilled the following requirements: (1) Earned 96 quarter hours of acceptable college credit with a minimum 2.0 (C) grade average; (2) completed the Comprehensive Courses of the University College or their equivalents; (3) completed the preprofessional and general education courses listed under "Undergraduate Curriculum."

All students must be able to type.

A Committee on Admissions will consider applications from students who do not meet the minimum requirements.

UNIVERSITY OF FLORIDA (continued)

ADMISSION REQUIREMENTS

Transfer Students

Admission to the College normally is at the end of two years of study, whether the student has attended University College or a Junior College. Junior College students are urged to complete the program of general education as required by the Junior College. These students normally will be credited with having fulfilled the general education requirements of the College.

For the pre-professional courses, Junior College students may offer substitutes. Deficiencies may be made up after admission to the College.

Students applying for transfer from other colleges and universities will have their transcripts evaluated by the Registrar and the College.

REQUIREMENTS FOR DEGREE

The professional courses are concentrated in the Upper Division, where the curricula are divided into major programs.

Those specializing in the News-Editorial, Public Relations, or Technical Journalism fields will take the appropriate sequence in the Bachelor of Science in Journalism program. Students interested in radio and television will register for the program leading to the degree of Bachelor of Science in Advertising; work in this program includes both the printed and audiovisual media.

Students wishing to specialize in more than one field may earn a second degree in this school by completion of an additional 45 credits of work, with the necessary qualitative and residence requirements.

The minimum requirement for graduation is 96 quarter credits, in which the student must earn an average of C (2.0) or better and an average grade of C or better in all professional courses.

UNIVERSITY OF FLORIDA (continued)

REQUIREMENTS FOR DEGREE

Students who fail to attain a 2.0 average in any quarter will be placed on probation by this College for the following quarter. A student placed on probation by this College must make a C average in all work attempted and a C or better in each professional course while enrolled for at least 12 credits. Failure to meet terms of the probation means the student may not continue work in this College.

Twenty-two of the student's elective credit hours in any sequence offered by the College are to be chosen from outside the College of Journalism and Communications. The student and his counselor shall select these credit hours either from two areas, one of at least 13 hours and one of at least 9 hours, or from one area of 22 hours. These elective courses are to be in addition to the required courses.

Of the 96 credits required for admission to the College, and the 96 credits required for graduation, no more than 60 credits may be in courses designated ADV, BR, or JM.

GRADUATION WITH HONORS

Students who have received an honor point average of 3.2 or higher in all work taken while registered in the Upper Division may graduate with Honors.

Students who have received an honor point average of 3.5 or higher in all work taken while registered in the Upper Division will be invited to write an undergraduate honors paper and present it to the Honors Examining Committee of the College during the trimester in which they will graduate. The Committee will examine them on the general field of the paper and on their preparedness in other areas. Recommendation for graduation with High Honors will be based on the paper and on the oral examination.

Transfer students who have earned at least 45 credits in the upper division at this University may be recommended for graduation with Honors or High Honors. Their standing in all courses at midquarter before graduation will be taken into consideration.

ASSISTANTSHIPS

Financial assistance is available through student and graduate assistantships in this school. Information may be obtained from the Director of the College.

SPECIAL PROGRAMS

Agricultural Journalism: A special program leading to a Bachelor of Science degree with emphasis on agricultural journalism is available. Interested students should consult with the Director of the College of Journalism and Communications and with the Dean of the College of Agriculture. Agriculture students seeking a single course in handling agriculture publicity for newspapers, magazines, and radio-television are advised to register for JM 420.

Journalism for Teachers: Special training and supervised research are available for Journalism teachers and others interested in work at the high school level. Students seeking state certification in Journalism should consult with the Director of the College.

Television for Teachers: The College offers instruction in the use of television production techniques and their utilization in informational and educational programs.

PROFESSIONAL AND HONORARY ORGANIZATIONS

Six national professional and honorary fraternities select members from undergraduates in the College of Journalism and Communications: Sigma Delta Chi, men in journalism; Theta Sigma Phi, women in journalism; Alpha Delta Sigma, men in advertising; Gamma Alpha Chi, women in advertising; Alpha Epsilon Rho, men and women in broadcasting and Kappa Tau Alpha, scholastic honorary for men and women.

PROFESSIONAL AND HONORARY ORGANIZATIONS

The Florida Public Relations Association, an affiliate of the Public Relations Society of America, endorses the Student Public Relations Organization.

The College of Journalism and Communications is a member of the American Association of Schools and Departments of Journalism, International Newspaper Advertising Executives, Inc., the National Association of Educational Broadcasters, the National Society for the Study of Communications, the University Film Producers Association, the Radio Advertising Bureau and the Television Bureau of Advertising.

The College has a close relationship with the Florida Press Association. This association of Florida's newspapers has set up its state headquarters in Gainesville in order to be near and work with the faculty and students of the College. A member of the faculty of the College has served as secretary-manager of the association since 1952.

Consultant to the Florida Scholastic Press Association is a member of the faculty of the College of Journalism and Communications. Summer institutes and workshops in television and for high school journalists are held in the school's air-conditioned quarters.

NATIONAL STANDING OF COLLEGE

The College of Journalism and Communications at the University of Florida is the only such school in Florida accredited by the American Council on Education for Journalism. The curricula, faculty, facilities, and alumni achievement are evaluated regularly by the American Council on Education for Journalism, whose membership includes the American Society of Newspaper Editors, the American Newspaper Publishers Association, the National Editorial Association, the Inland Press Association, and the National Association of Broadcasters, as well as journalism educators.

UNIVERITY OF FLORIDA

UNDERGRADUATE CURRICULUM

The program for students expecting to enter the College of Journalism and Communications is as follows:

GROUP A
(must be completed by all students)

			Credits
CSS	111, 112, 113	American Institutions	9
CEH	131, 132, 133	Comprehensive English	9
CHN	251, 252, 253	The Humanities	12

GROUP B
(students may omit the last quarter of CPS, CLC, or CBS)

CPS	121, 122, 123	The Physical Sciences	9
CLC	141, 142, 143	Comprehensive Logic	6
CMS	171	Fundamental Mathematics	4
CBS	261, 262, 263	Biological Sciences	9

Students also must complete the following pre-professional and general education courses:

JM	118	Survey of Communications	3
JM	201	Writing for Mass Communications	3
SCH	201	Effective Speaking	4
LY	201	Uses of Books and Libraries	2
HY	245, 246, 247	U. S. History	9
ES	201	Basic Economics	5
		or	
ES	211	Economic History of the U. S.	4
BR	212	Introduction to Broadcasting (Broadcasting majors only)	3
Military Science or electives			11-16
			96